



**NEWS RELEASE  
FOR IMMEDIATE RELEASE**

Contact: Erin Kane or Heather Sexton  
L.C. Williams & Associates  
800/837-7123 or 312/565-3900  
ekane@lcwa.com or hsexton@lcwa.com

**Trex® Unveils Enhanced Web Presence**

*Media-rich Content and Interactive Tools Culminate in a  
One-stop Inspiration and Design Resource for Consumers*

LAS VEGAS, Jan. 19, 2010 – Consumers seeking inspiration and expert guidance when designing outdoor living spaces needn't look any further than the new Trex.com. In conjunction with the introduction of the company's game-changing Trex Transcend™ decking and railing collection, Trex® has unveiled a completely revamped and enhanced consumer Web site featuring the category's most media-rich and comprehensive content along with user-friendly navigation and enhanced interactive tools.

"The launch of Trex Transcend marks a significant milestone and turning point in our business and we felt our Web presence should reflect the same level of leadership and innovation," said Shellie Sellards, director of brand development for Trex, the leading manufacturer of wood-alternative decking, railing, fencing and trim.

The completely redesigned Trex.com is a one-stop information and inspiration resource for consumers. Visitors to the site can browse an extensive gallery of inspirational Trex deck and fence images, choose colors and styles using an interactive color visualizer, view informative and compelling product demonstrations and installation videos, and even build a virtual deck and save their designs. Additionally, Trex.com features tools to help consumers estimate product needs for decking and fencing projects.

"Our goal with this site is to provide engaging content and visuals that attract and retain visitors. We want to give them the information and tools that make it easy to design their dream outdoor living spaces and bring those dreams to life using Trex Transcend and other Trex products," explained Sellards.

**Focus on Trex Transcend**

While the new Trex.com houses information on the entire Trex product line, the site is a virtual tribute to Trex Transcend, the brand's revolutionary new collection of decking and railing that boasts an unprecedented combination of performance and aesthetics guaranteed to outperform wood, composite and PVC for decades. Immediately upon arriving at the Trex.com homepage, visitors are visually engaged by a Trex Transcend video and are invited to learn more about the collection's superior performance and endless design options via easy-to-navigate links and special features.

### **Eco-friendly Facts**

The site also reinforces Trex's commitment to environmentally friendly products and manufacturing processes. Nearly every page of the revamped Web site features facts about Trex's environmental activities – such as the number of plastic bags recycled into the average Trex deck and the amount of plastic that Trex saves from landfills each year.

### **Guidance for Getting the Job Done**

When consumers are ready to build, a short quiz on the new Trex.com site can help them determine whether to tackle the project themselves or to bring in professional help. For do-it-yourselfers, the site offers extensive instructional information, videos and other planning and installation resources. There's also an extensive database of Trex dealers and TrexPro<sup>®</sup> contractors to put consumers in touch with their local Trex experts.

"The new Trex site is a valuable resource," said Ryan Speiden, vice president of production for Pro-Built Construction, Inc., who is featured in a testimonial video on the enhanced Trex.com. "Customers can access a wealth of information in a user-friendly format. We've sent many potential clients to the site and have gotten encouraging feedback each time. From a contractor perspective, I appreciate the ease with which users can locate a Trex installer or dealer, and the product comparison chart is a very helpful sales tool for educating customers about their decking choices."

Rounding out the features of the new Trex site are links to Facebook and Twitter that enable visitors to instantly become "fans" and "followers" of Trex directly from the Trex.com homepage.

For more information, visit the Trex IBS booth at #N1525 or go to [www.trex.com](http://www.trex.com).

### **About Trex Company**

Trex Company is the nation's largest manufacturer of wood-alternative decking, railing and fencing, with nearly 20 years of product experience. Built on "green" principles and values, Trex outdoor living products offer significant design flexibility with fewer ongoing maintenance requirements than wood, as well as a truly environmentally responsible choice. In addition, Trex distributes ultra-low maintenance PVC decking under the trademark Trex Escapes<sup>®</sup> and PVC trim under the trademark TrexTrim<sup>™</sup>. For more information, visit the company's Web site [www.trex.com](http://www.trex.com). Trex<sup>®</sup>, Trex Escapes<sup>®</sup>, TrexTrim<sup>™</sup>, Trex Transcend<sup>™</sup> and TrexPro<sup>®</sup> are trademarks of Trex Company, Inc., Winchester, Va.

###